CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 29, No. 41 | Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915) | TORONTO, October 21, 1964

TV SATURATION NOW 94% IN CANADA

ALL BUT 6% IN RANGE OF STATIONS; 4,800,000 HOMES HAVE TV SETS

Recovery of some of its lost ground by the motion picture industry in Canada in the last year becomes more remarkable in view of some TV statistics issued last week in the pamphlet, TV Basics, Volume 3, of the Television Bureau of Advertising of Canada. The booklet shows that at the end of 1963 94 per cent of all Canadian homes were within range of at least one TV transmitter and of these 94 per cent, or 4,800,000 homes, had television sets.

Greatest TV set saturation has been in Quebec, where homes with receivers now totals 98 per cent. Next comes Ontario with 96 per cent, then Nova Scotia with 95, New Brunswick with 93, Manitoba with 91, British Columbia with 89, Alberta and Sas-

(Continued on Page 3)

Eddie Cantor, 72, Dies In Hollywood

Eddie Cantor, 72, one of the all-time greats of Show Business, died last week of a heart attack at his home in Beverly Hills. Two of his surviving four daughters, Mrs. Natalie Metzger and Mrs. Edna McHugh, were at his side. The other two daughters he

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Schedule Set For Industry Week

Again this year, as in the past, the annual meeting and luncheon of the Motion Picture Theatres Association of Ontario will start off the big industry week in Toronto. Scheduled for Monday, Nov. 23, to give delegates a chance to take in the annual Grey Cup

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Clay-Liston Return Fight Via Closed-Circuit, CA, Pay-TV

Closed-circuit TV in arenas and theatres, community antenna systems and subscription TV in Canada will carry the Clay-Liston world heavyweight championship return fight on Nov. 16.

TelePrompTer of Canada Ltd. is bringing it into the Toronto Maple Leaf Gardens, the Montreal Forum and arenas and auditoriums in Victoria, Vancouver, Regina, Calgary, Winnipeg and Ottawa and is negotiating for other cities.

Community antenna systems will carry it free for their subscribers in Port Arthur, Fort William, London, Kitchener, Cornwall and Orillia.

The Regent, Oshawa and a theatre in Toronto, possibly the Westwood, will have it. It will be a reserved performance but not a reserved seat one, with all tickets at $6.

Telemeter home subscription service in Etobicoke, Toronto suburb, will also show it at $2 per home.

20th-Fox' 'The Blue Max'

Ben Barzman and Basilio Franchina have been signed by 20th-Fox to script Jack D. Hunter's The Blue Max.

'Poppins', 'Topkapi' Two Sure Hits

Two films recently screened in Toronto illustrate better than words the truth of the recent statement by Ralph Hetzel, acting president of the Motion Picture Association of America, that one of the big reasons for the 20 per cent increase in industry

(Continued on Page 6)

Oppose Sherway Plaza

Application by Etobicoke Township, Toronto suburb, to rezone 107 acres to accommodate the proposed 102-unit Sherway Shopping Plaza, ran into stiff opposition from 16 lawyers at the hearing representing other nearby shopping centres and their municipalities. Odeon has plans for a theatre in the Sherway Centre.

Canadian 7 Arts Now Major Distributor

Direct effect in Canada of the opening of its own distribution arm in the USA by Seven Arts Productions is to make 35 mm. distribution, previously only a minor part of the business done by the Canadian company, Seven Arts Television-Theatrical Distributing Co. Ltd., now one of the major areas of income. The USA Seven Arts had committed most of its earlier films to major distributors and they were therefore not available to the Canadian company for handling. With the new policy all uncommitted films, including a backlog of 26 completed ones ready to be released will be handled by its own companies in Canada and the USA.

The Canadian company, headed by Charles S. Chaplin, vice-presi-

(Continued on Page 3)

Gregory Peck In 'Mirage'

Gregory Peck will star in Universal's Mirage.

Still Good Seats Left For 'My Fair Lady' Premiere

All loge seats have been sold but some excellent $7.50 and $5 seats are still left for the premiere of My Fair Lady at the University Theatre, Toronto, on Oct. 29, sponsored by the Canadian Picture Pioneers and the Variety Club of Ontario. All proceeds will go to Variety Village and to the CPP Trust Fund.

Tickets can be obtained from Meyer Axler at Twentieth Century Theatres (WA. 4-3701) or Lloyd Pearson or Andy Rouse at General Sound (WA. 5-3871).

GUNN AGAIN HEADS SASK. EXHIBS

Hilliard Gunn of the Capitol Theatre, Regina, was re-elected president of the Saskatchewan Motion Picture Exhibitors Association at the recent annual meeting in the Bessborough Hotel in Saskatoon. Also returned were Jack Mahon of the Strand, Prince Albert, as vice-president and Jack Heaps of the Metropolitan, Regina, as secretary-treasurer.

Directors re-elected were G. M. Miller, Kelvington; W. Johnston, Yorkton; J. Lundholm, Swift Current; J. Marshall, North Battleford; F. Beatty, Kerrobert; E. Nelson, Hudson Bay; A. Barteluk, Outlook; J. Herner, Dodsland; W. Russell, Saskatoon; H. Durham, Shaunavon; R. Plumb, Saskatoon; W. Welykholowa, Kamsack; N. Warner, Saskatoon; R. Southam, Gainsborough; and one new director was added — J. Dobni of Kindersley.

Gunn and Mahon were named as the delegates to the industry meetings in Toronto beginning Nov. 23.

KRANTZ, CANADIAN ITO FORM TV CO.

Partners in a new company, World TV Ltd., are most of the member stations of Canada's Independent Television Organization and Steven Krantz, who resigned as head of international sales for Screen Gems several weeks ago to organize his own company, Krantz Films, Inc. of New York.

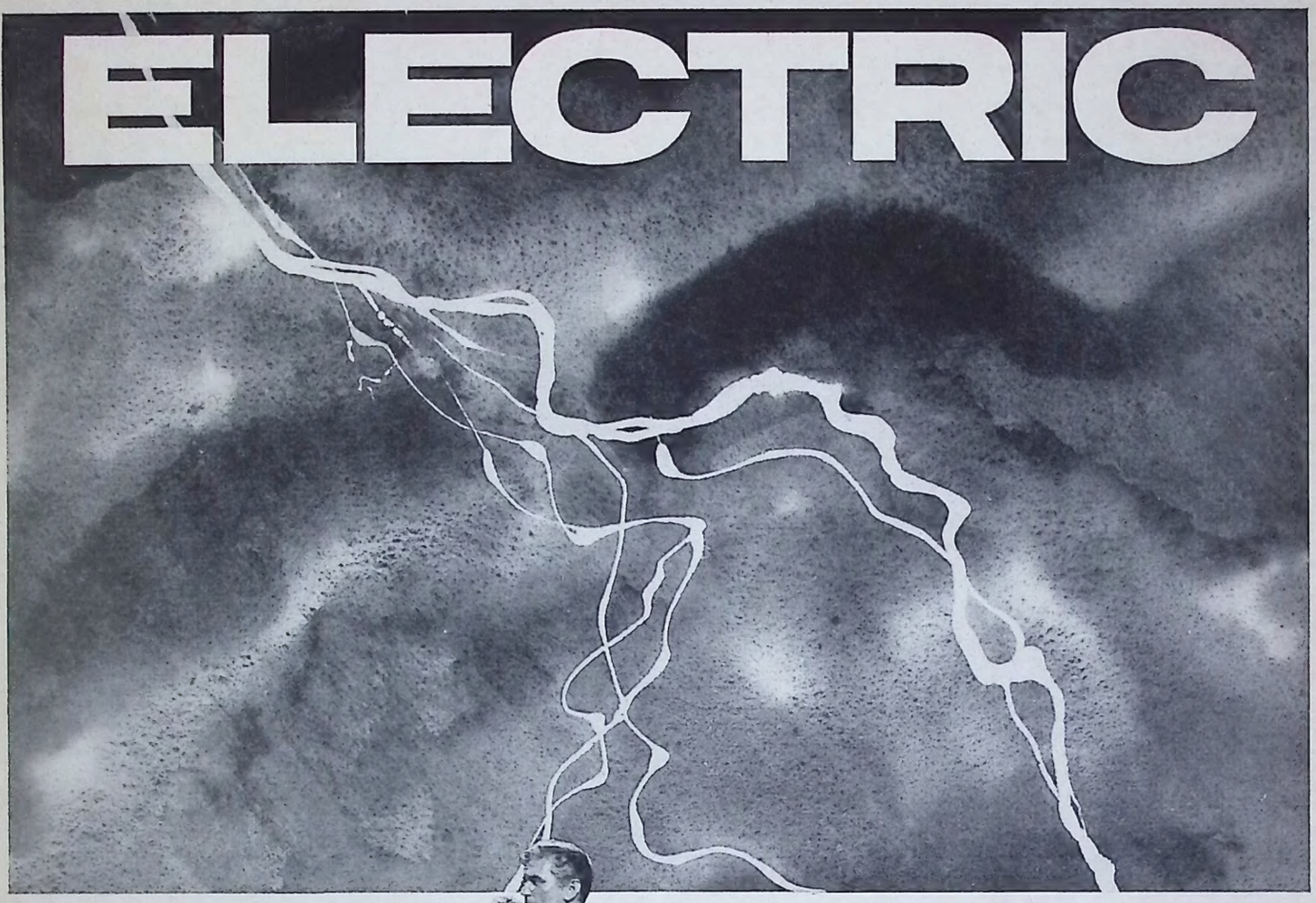
World TV will provide a marketing service for Canadian programs in the USA and probably abroad eventually. Krantz' own firm is a TV producing company and World TV will likely also act as a purchasing agent for USA program for its Canadian members.

The ITO is made up of the 10 affiliate stations of the CTV Television Network, although CTV is not in the deal and is not a member of ITO. However, it is quite likely that the services rendered by World TV will be available to CTV, both in marketing and purchasing.

PQ Censor Passes 'La Terre A Boire'

Jacques Lasnier's $65,000 Montreal-made film, La Terre a Boire (The Earth to Drink) has been passed by the Quebec Board of Censors with "slight modifications" after having been banned twice previously. A press screening was held last week and the film opened its run the next day. Originally, the film was scheduled for a black-tie premiere at the Le Parisien Theatre in Montreal and some 1,600 invited guests waited almost two hours at the theatre before the showing was cancelled.

ELECTRIC



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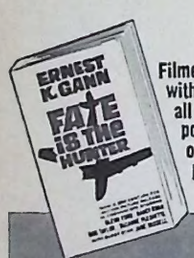

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BASED ON THE BOOK BY ERNEST K. GANN

200 THEATRES THROUGHOUT THE U.S.A. AND CANADA HAVE A DATE WITH FATE IN OCTOBER!

Canadian Film Weekly

Incorporating the
Canadian Moving Picture Digest
(Founded 1915)

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BEN HALTER, Acting Editor

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CANADIAN 7 ARTS

(Continued from Page 1)

dent and general manager, being geared for distribution to theatres has already two of the films in theatres, these being Why Bother to Knock, in C/Scope and color and starring Elke Sommer and Richard Todd, and We Joined the Navy, also in C/Scope and color and starring Lloyd Nolan, Kenneth Moore and Joan O'Brien. It will be at least a couple of months before they will be released in the USA.

Reg. Wilson, general manager of theatrical distribution for the company here, said that 14 more films will go into release in the next few months, 12 of them new and two as a reissue double bill. Eleven more are definitely scheduled to follow almost immediately afterwards.

The program of 14 includes Crooked Road, with Robert Ryan and Stewart Grainger; Taxi for Tobruk, starring Hardy Kruger and Charles Aznavour; Wild Affair, with Nancy Kwan and Terry-Thomas; Maedchen in Uniform, starring Christine Kaufman, Lili Palmer and Romy Schneider in color; Battle of Austerlitz, in C/Scope and color and starring Claudia Cardinale, Leslie Caron and Jack Palance; Les Mystifies (Symphony for a Massacre), with Claude Dauphin and Michele Mercier;

Also World Ten Times Over, starring Sylvia Sims, Jane Ritchie and Edward Judd; Ravishing Idiot, with Tony Perkins and Brigitte Bardot; Facts of Murder, starring Claudia Cardinale; The Cracksman, with George Sanders; Angela, starring Rossano Brazzi and Dennis O'Keefe; Les Chemine des Ecolier, with Alain Delon and Bourvil; and the reissue double bill in color, Curse of Frankenstein and Horror of Dracula.

Harry Goldstone, general sales manager of the new USA company, said in an interview in New York, "We hope to give U.S. and Canadian exhibitors a good flow of product. Each picture will be handled individually with an excellent publicity-exploitation campaign to help the gross of each film both for the exhibitor and for Seven Arts."

TV Saturation 94%

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katchewan with 88, Prince Edward Island with 86 and Newfoundland with 74.

Television came to Canada in 1952, when two stations went on the air. However, its impact was not felt by theatres until 1953. Best estimates to date are that almost 25 per cent of Canada's theatres closed since that time. As of April of this year there were 69 TV stations and 100 satellites, with more of the latter opening continuously.

TV Basics gives the average number of hours television is viewed in the Canadian home as six hours and 16 minutes a day or 43 hours and 54 minutes per week. Again Quebec is the leader with an average of six hours and 36 minutes per day or 46 hours and 18 minutes per week, higher than the national average.

It shows that peak viewing time for Canada is 9 p.m., when 75.4 per cent of all TV sets are tuned in. Next is 8 p.m. with 75 per cent and 7 p.m. with 66.2 per cent. This, of course, is considered prime time by advertisers and coincides with the peak hours of theatre admissions.

The national investment in TV has grown from $6,300,000 in 1953 to over $17,000,000 in 1962 and during that period national advertising expenditures has risen from $3,000,000 to $72,000,000.

It does seem, from these statistics, that the novelty of television has worn off, as many claim, and that the resurgence of moviegoing will be a continuing thing. But many exhibitors are adopting a wait-and-see attitude and feel that the time for jumping with joy will come after color TV arrives and makes itself felt. From all indications it is at least a year to 18 months before color telecasting will start in Canada.

Rene Mongeau Heads New French Distribs' Association

Rene Mongeau of Canadian Video Films Ltd. has been elected president of the recently-formed Montreal organization, Association Canadienne des Distributeurs Independants de Films (ACDIF). The association was formed to protect the interests of its members and forward the advancement of film distribution, especially of French-language films, in Canada.

Others elected were Joe Oupcher, first v-p; Larry Druxerman, second v-p; Jean Gouban, secretary; and Andre Pepin, treasurer.

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News Clips

Joseph Morin, founder and director of the Cine-Photographic Branch of the Province of Quebec, died recently in Quebec City. He was the recipient of a special award from the Canadian Film Awards in 1959 "in recognition of more than 40 years' distinguished service to Canadian film-making in the fields of production, distribution and exhibition" ☆ ☆ ☆ Installation of 25-cent car washes in drive-in theatres was urged by Ken Prickett, executive secretary of the Independent Theatre Owners of Ohio. He pointed out that most ozoners have space for the setup and that promoters will finance the cost of equipment ☆ ☆ ☆ Ben Gazzara, who was recently at the Royal Alexandra Theatre in Toronto as the star of Traveller Without Luggage prior to its Broadway engagement, has purchased screen and TV rights to the play through his company, Angela Productions.

Mark Plottel, general manager of Empire-Universal Films Ltd., will attend the week-long National Sales Meetings in New Orleans, Oct. 26-30, of Universal Picture Co. ☆ ☆ ☆ Gisele Mackenzie who started her Show Business career in Canada and is now one of the top entertainers in the USA, has been signed for appearances on the NBC-TV's You Don't Say Show and ABC-TV's Dick Stewart Show. She has also been signed for the star role in Auntie Mame for the Circle Star Theatre in San Diego in January ☆ ☆ ☆ Federal regulation of pay-TV in the USA is predicted by E. Williams Henry, chairman of the Federal Communications Commission ☆ ☆ ☆ James H. Nicholson, president of American International Pictures, is the new Chief Barker of Variety Club Tent 25 of Los Angeles.

Work is under way on $100,000 worth of refurbishing and renovations at Famous Players' 900-seat Algoma in Sault Ste. Marie, which includes new front, seating and air-conditioning ☆ ☆ ☆ Graeme Fraser, vice-president of Crawley Films of Ottawa, is visiting film studios in Moscow and Leningrad as the guest of the Association of Film Makers of the USSR and will go on to Rome and Paris on business ☆ ☆ ☆ Ned Brown, leading Hollywood literary agent, has been appointed to the newly-created post of literary consultant to Embassy Pictures ☆ ☆ ☆ General Sound and Theatre Equipment Ltd. has installed new sound equipment this past summer at the Hollywood and North West Drive-in in Toronto and the Roxy in Newmarket, Ont., as well as stage lighting and dimming equipment at the Capitol in Lethbridge.

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'POPPINS', 'TOPKAPI'

(Continued from Page 1)

grosses is due to better films. The two films are Empire-Universal's Walt Disney production, Mary Poppins, and United Artists' Topkapi.

Mary Poppins, in color and starring Julie Andrews, Dick Van Dyke, David Tomlinson and Glynis Johns, was shown in the south auditorium of the Hollywood Theatre to a packed house of communications media and trade people, a very blase audience, which broke out into spontaneous applause at the end of the evening. The audience, old and young alike, were enchanted with the film, many of them trying to pronounce "supercalifragilisticexpialidocious," the catchy made-up word used in the film, on their way out.

Friendly arguments on how long the film would run developed in the lobby, with the minimum guess in the twin-auditorium Hollywood being until January, many guessing twice as long as that. One booker remarked, "Well, they won't have to worry about product for the Hollywood for a long, long time."

Another remarked that this film could be reissued from now on and would be a perennial favorite, especially with children. Its fantasy was compared with The Wizard of Oz and the concensus of opinion was that it was even better for youngsters, since it did not have any scary witch scenes. All agreed that the color, acting, choreography, songs and the mixing of live and animated action were tremendous. Mary Poppins will run on a continuous basis in one of the Hollywood's auditoriums and in the other it will have a reserved-seat, four-showings-a-day play from Monday to Friday at regular prices, an innovation.

Discussions on the length of run Topkapi would enjoy also seemed to narrow down to at least several months each in the keys. This Filmways production, also in color and starring Melina Mercouri, Peter Ustinov and Maximilian Schell, was sneaked at the Odeon-Hyland and also brought an enthusiastic response from those from press, radio and TV in the invited audience. At times the suspense was so great the tension could be felt in the audience and the end of the film also brought prolonged applause. Comment cards were uniformly praiseful.

Topkapi, of course, is not a children's film. There was general agreement that the color, the acting, the story and Jules Dassin's directing was all of topnotch calibre.

With films like these two, and over a dozen more slated to open in the near future or now in their first runs — films like WB's My Fair Lady and Youngblood Hawke, 20th-Fox' Fate Is the Hunter and Rio Conchos, MGM's Of Human Bondage, Columbia's Behold a Pale Horse and The Finest Hours, UA's The Secret Invasion, Empire - Universal's Send Me No Flowers and Marnie, IFD's Three Penny Opera, Rank Films' Carry On Jack and Paramount's Where Love Has Gone and Roustabout — it looks like exhibitors, as well as distributors, are going to have a very merry holiday season indeed.

OUR BUSINESS by N.A. Taylor

The State of Our Business—Part III

IT IS pleasing indeed to read articles about the upsurge in our business and to note an increasing patronage at the boxoffice. However, one must not assume that all engaged in the operation of motion picture theatres are on a new road to prosperity or that the future will no longer abound in problems.

In the last year or two there have been an increasing number of glowing reports on the prosperity of theatres which have been built in shopping centres. This has prompted many promoters of such enterprises to now think of including theatres in their plans. Not so many years ago there was a great rush to build bowling alleys in all kinds of places including shopping centres. The resultant over-building left many in a situation just short of disaster. A bowling alley does not inherently have nearly as many problems as a theatre.

In point of fact, only a percentage of shopping centres merit the building of a theatre. A number of tests must be made to determine if such action is tenable or feasible.

The concomitants of successful theatre operation today are many. Firstly, there must be a location easily accessible to traffic, preferably from four directions. Secondly, there must be a fairly large potential audience from which to draw. Taking into account opposition theatres and multiplicity of TV stations in a given area, total seating capacity should not exceed one for every twenty-five people. Thirdly, one must build a modern, attractive and comfortable theatre. Fourthly, there must be plenty of parking available —for free if possible. Lastly, and most important of all, there must be a flow of good attractions available for showing, preferably on a first-run basis.

Most shopping centres are built in or close to large centres of population. Everyone of these places have theatres which have been established for years during which time they have enjoyed "runs" from specific distributors. They are not likely to agree to share this with a newcomer and would probably be extremely unwilling to yield it. People who sell shoes, clothing, groceries or other commodities, know in advance that they will be able to obtain a continuous flow of merchandise—probably to the extent of their ability to sell. There is no similar certainty that a flow of good attractions will be available for a motion picture theatre.

We have often reiterated that many theatres are obsolescent and should be replaced. Shopping centres might be more preferable as locations than those areas where theatres are presently located but one cannot thereby assume that a theatre built in a shopping centre will automatically get a "profitable run." There is another aspect to theatre building anywhere which should be given careful consideration. Costs are higher than ever and will continue to rise. As a result the prospective promoter or builder may yield to the temptation of beating this spiralling cost by attempting to "cheat." While present-day requirements no longer call for the rococo and ornate of past decades, there is a minimum simple elegance which the public expects. Just as very cheap clothing wears out quicker and in the end costs the consumer more so does "cheap construction" become evident and costly in a short space of time.

New locations are becoming available as population shifts and new areas grow. But a strong note of caution must still be sounded to those who are tempted to rush in. Theatre buildings are one-purpose enterprises and difficult if not impossible to convert. One must, therefore, be more than ordinarily careful in deciding to

(To be continued)

Named To SMPTE Honor Roll

A pioneer in the non-theatrical motion picture industry, the late Alexander F. Victor has been named posthumously to the Honor Roll of the Society of Motion Picture and Television Engineers.

He passed away in Carmel, California, in 1961 at the age of 82. Holder of over 60 film patents, he first became interested in motion pictures in 1896 when he saw the Lumiere Cinematographe in Paris.

INDUSTRY WEEK

(Continued from Page 1)

football game, the MPTAO luncheon will have as guest speaker Joseph E. Levine, president of Embassy Pictures Corp. of New York. All functions will take place in the King Edward Hotel with the exception of the Variety Club monthly meeting and luncheon, which will be held in the Park Plaza Hotel, and the Variety Club Subscription Dinner, set for the Royal York.

Following is the schedule of events:

Monday, November 23

9.30 a.m. — Annual meeting of the Motion Picture Theatres Association of Ontario in the Reception Room on the 17th floor.

12.30 p.m. — MPTAO cocktail party sponsored by Union Carbide Canada Ltd.

1 p.m. — Annual MPTAO luncheon in the Crystal Ballroom on the 17th floor. Price $6 per person.

6.30 p.m. — Annual Award Dinner and Dance of the Canadian Picture Pioneers in the Crystal Ballroom. Price $7.50 per person.

Tuesday, November 24

9.30 a.m. — Annual meeting of the National Committee of Motion Picture Exhibitors Associations of Canada in the Mayfair Room.

12.30 p.m. — Variety Club meeting and luncheon in the Park Plaza Hotel. Price $3 per person.

6.30 p.m. — Variety Club Subscription Dinner at $100 a ticket in the Roof Garden of the Royal York Hotel.

Wednesday, November 25

9.30 a.m. — First day of the annual meeting of the Motion Picture Industry Council of Canada in the Mayfair Room.

12.30 p.m. — Luncheon for delegates sponsored by the Canadian Motion Picture Distributors Association in the Elizabeth Room.

Thursday, November 26

9.30 a.m. — Second day of MPICC meeting in the Hunting Room.

12.30 p.m. — Luncheon for delegates sponsored by General Sound and Theatre Equipment Ltd. in the Queen Elizabeth Room.

Saturday, November 27

1 p.m. — Grey Cub football game at the Canadian National Exhibition.

MGM's 'Ready For A Tiger'

Alain Delon will star in MGM's Ready for a Tiger.

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EDDIE CANTOR

(Continued from Page 1)

leaves are Marilyn and Janet. His wife, Ida, died in 1962 and his eldest daughter, Marjorie, died of cancer in 1959. Cantor was too ill to attend either funeral. He had been retired for many years because of heart trouble.

Born Edward Itzkowitz in New York City on Jan. 31, 1892, he went on stage at 14 with Gus Edwards' children's troupe, Kid Kabaret. From 1916 to 1919 he was in a number of NY musical productions, including the Ziegfeld Follies, and then starred in many prominent stage revues, among them the Follies, Kid Boots and Whoopee.

He made his screen debut in 1926 in Kid Boots for Paramount, subsequently starring in many films, including Palmy Days, The Kid From Spain, Roman Scandals, Kid Millions, Ali Baba Goes to Town, Forty Little Mothers, Show Business, If You Knew Susie and The Story of Will Rogers.

For many years he had his own radio show and followed that with the Colgate Comedy Hour on NBC-TV. He introduced scores of songs, the most famous of which were If You Knew Susie, Making Whoopee, Ida (in honor of his wife) and Potatoes Are Cheaper. When entertaining the banjo-eyed comic was a nervous bundle of energy, singing his songs while skipping around the stage and clapping his hands rhythmically. Like that other giant of the amusement world, the late Al Jolson, he worked most of the time in black face.

During his career he gave many a young hopeful a boost, among his discoveries being Deanna Durbin, Dinah Shore and Eddie Fisher.

He had earned his first million by 1929 but went broke in the stock market crash. He wrote a book about his losses and got back enough to put him well on the road to becoming a millionaire again.

Cantor originated the March of Dimes and headed it for a number of years at the behest of President Franklin D. Roosevelt. A religious man, he did much to help the new nation of Israel, spearheading many of the countries' bond drives until illness forced him to give up the cross-country tours.

Private services were held at the Groman Mortuary with only his family and his life-long friend, George Jessel, present. He was entombed beside the bodies of his wife and daughter in the family burial vault.

WB's 'Community Property'

Frank Sinatra, Deborah Kerr, Dean Martin, Ann-Margret and Joey Bishop will star in Warner Bros.' Community Property.

News Notes

KIDS' PIX DISTRIB TORONTO VISITOR

Visitor to Toronto last week was Jim Dempsey, an Independent distributor from Toledo, Ohio, who motored in for negotiations for the release of a series of special children's features in Canada as the representative of K. Gordon Murray Productions of Miami, Florida.

Murray Productions has made eight children's films, all running about 80 to 90 minutes each and all in color and is producing more. In the USA some 30 prints of a feature are played at Saturday and Sunday matinees in one area at a 50 cents admission charge and then moved to another area. The plan is working out very well, according to Dempsey, and he would like it tried in Canada.

Among the titles of the eight features are Santa Claus, Little Boy Blue and Little Red Riding Hood and all are highly recommended as children's fare.

D-150 PROCESS SURVEYS MAJOR CITIES

Results of a survey of 27 major markets in the USA and Canada by executives and engineers of D-150, Inc., the new single lens, deeply-curved screen process, has found that 31 theatres of first-run, road-show calibre are readily convertible to the process without building or equipment modification.

Added importance to D-150 is being lent by the fact that Dino De Laurentiis is shooting his multi-million-dollar epic, The Bible, in the widescreen system.

Critical testing at the company's experimental theatre has shown that the D-150 screen can be used for all aspects and screen sizes but it will be sold only to those theatres booking product in the new process.

The survey will be continued to cover additional domestic markets and then to cover major world markets.

Head office of the company is in New York and executives are Marshall Naify, president; Dr. Richard Vetter and Carl Williams, executive vice-presidents; Roy Evans, vice-president and sales manager; and Larry Graburn, director of promotion and public relations. The last-named, a Canadian, at one time headed ad-pub-promotion for Odeon Theatres then moved to Los Angeles where he held the same position with Walt Disney for many years.

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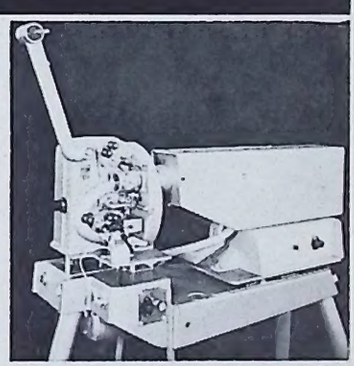

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SHORT THROWS

EIGHT color shorts are being released by Warner Bros. for the fall season. Six are Technicolor cartoons — Heir Conditioned, Broom Stick Bunny, Rocket By Baby, Pancho's Hideaway, Tree Cornered Tweety and Tequilla Mocking Bird. The other two are Worldwide Adventure Specials—Where Winter Is King and Riviera Revelries.

APPOINTMENT of Walter MacEwan as his executive associate in charge of the Feature Division of Warner Bros. Studios, has been announced by Jack L. Warner, president. MacEwan has been one of Warner's top aides for the past 15 years in various capacities and will now have the authority, under Warner, to guide the studio's feature operation. Curtis Kenyon will work under MacEwan and have full charge of feature writers and will have as his assistant Steve Goodman. An expanded feature program calling for accelerated production over the next 30 months led to the moves.

CHARITABLE project to be undertaken by Variety Club Tent 4 of St. Louis is the new Child Care Centre now under construction in northwest St. Louis. The Barkers have pledged to operate and maintain the centre, which will consist of a fully-equipped gym and two cottages.

DIRECTOR of exploitation for Embassy Picture is now John O'Rourke, as successor to Charles Lightstone, executive vice-president. O'Rourke held promotion and exploitation positions with 20th-Fox, MGM and Astor Pictures prior to joining Embassy in August, 1962.

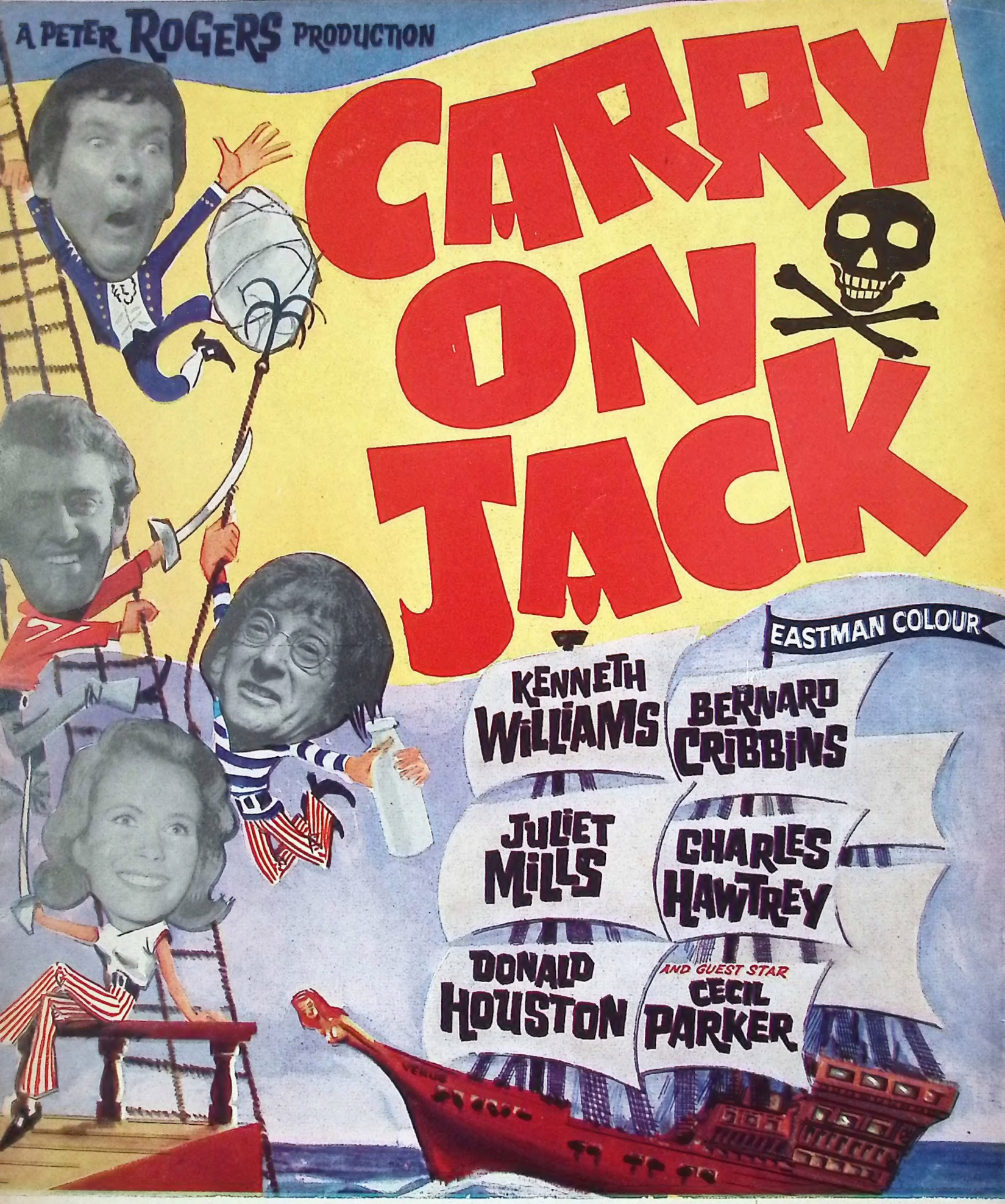
'The Luck Of Ginger Coffey' IFD Release In Canada

International Film Distributors Ltd. has completed negotiations with Crawley Films Ltd. of Ottawa, Roth-Kershner and Walter Reade/Sterling of New York, for the distribution in Canada of the Montreal-made feature, The Luck of Ginger-Coffey, it was announced last week in Toronto by N. A. Taylor, IFD president. The film has opened to practically unanimous acclaim in the USA.

Canadian premiere of the film, Taylor also announced, will take place at the Cinema Place Ville Marie in Montreal early in November. The British husband-and-wife team of Robert Shaw and Mary Ure head the cast. Most of the remainder of the performers are Canadians, as were the crew.

A PETER ROGERS PRODUCTION

CARRY ON JACK



EASTMAN COLOUR

KENNETH WILLIAMS

BERNARD CRIBBINS

JULIET MILLS

CHARLES HAWTREY

DONALD HOUSTON

AND GUEST STAR CECIL PARKER

Produced by PETER ROGERS — Directed by GERALD THOMAS — Screenplay by TALBOT ROTHWELL

THE RANK ORGANIZATION PRESENTS

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